

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

What is claimed is:

Claim 1. (Currently Amended) A lathering personal cleansing composition comprising:

- a. from about 0.05% to about 5.0% of an alkyl ethoxylated polymer;
- b. from about 0.1% to about 5% of a cross-linked acid co-polymer;
- c. from about 0.1% to about 30% of a particulate material selected from the group consisting of a cleansing agent, exfoliating agent and mixtures thereof; and
- d. from about 4% to about 30% of a lathering surfactant selected from the group consisting of anionic, amphoteric and zwitterionic [.]];

wherein the Average Lather Volume of said lathering personal cleansing composition is greater than or equal to about 15 ml; and

wherein the lathering personal cleansing composition has a BYV greater than 50 dyn/cm².

Claim 2. (Original) The composition according to claim 1 wherein the alkyl ethoxylated polymer is at a level from about 0.1% to about 2.0% of the composition.

Claim 3. (Original) The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of mono-alkyl, di-alkyl, tri-alkyl, tetra-alkyl and all combinations thereof substituted alkyl ethoxylated polymers.

Claim 4. (Original) The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of di-alkyl,

tri-alkyl- and combinations of di-alkyl and tri-alkyl substituted alkyl ethoxylated polymers.

Claim 5. (Original) The composition of claim 3 wherein the alkyl group is selected from the group consisting of saturated, unsaturated, branched, linear alkyl groups and combinations thereof having from about 12 to about 50 carbon atoms.

Claim 6. (Previously Presented) The composition of claim 4 wherein the number of moles of ethylene oxide is greater than 40.

Claim 7 and Claim 8. (Canceled).

Claim 9. (Original) The composition according to claim 1 wherein the cross linked co-polymers are alkali-swellaable acrylate co-polymers.

Claim 10-Claim 14. (Canceled).

Claim 15. (Currently Amended) The composition according to claim 1 wherein the lathering surfactant is at a level wherein the Average Lather Volume of the composition is greater than or equal to about 20 [[15]] ml.

Claim 16. (Original) The composition according to claim 15 wherein the lathering surfactant is at a level from about 6% to about 25% by weight of the composition.

Claim 17. (Original) The composition according to claim 1 wherein the surfactants have a ratio of anionic surfactant to amphoteric lathering and zwitterionic lathering surfactants from about 1.5:1 to about 1:3.

Claim 18. (Previously Presented) The composition according to claim 1 wherein the anionic lathering surfactants are selected from the group consisting of

Application No. 10/797,981
Docket No. 9576
Amendment dated February 19, 2009
Reply to Office Action mailed on December 19, 2008
Customer No. 27752

sarcosinates, sulfates, sulfonates, isethionates, taurates, phosphates, lactylates, glutamates, and mixtures thereof.

Claim 19. (Currently Amended) The composition according to claim 1 wherein the composition has a BYV greater than about 75 [[50]] dyn/cm².

Claim 20. (Canceled)